

Department: Mechanical Engineering

Event Title: Session on Achieving Problem-Solution Fit & Product-Market Fit


Start date: 19/02/2025

End date: 19/02/2025

Duration of events: 02 Hrs

Program Type: Expert Talk

Program Theme:

IPR & Technology Transfer	Innovation & Design Thinking	Entrepreneurship & Startup	Incubation & Pre-Incubation Management
			

Mode of Session delivery: Offline

No. of Students participation: 50

No. of faculty participation: 02

Objective of event: This Expert lecture provides strategies for Product-Market Fit, Problem-Solution Fit, and I/E/IPR, focusing on innovation, customer pain points, and protecting intellectual property.

Benefits in terms of learning / skill / knowledge obtained: Learn to improve solutions for Problem-Solution Fit, secure innovations with IPR, and adapt products based on feedback, focusing on innovation and market needs.

Attach following proof in doc/jpeg/pdf:

1. Poster of event



ACCREDITED WITH NAAC A+ IN 1st CYCLE | **nirf-Innovation** | **NBA** | **OS I-GAUGE** | **INSTITUTION'S INNOVATION COUNCIL** (Ministry of Education Initiative) | **GL BAJAJ** Institute of Technology & Management **FIND YOUR SPARK** Approved by AICTE & Affiliated to AKTU | **GL BAJAJ** Center for Research and Incubation Greater Noida

EXPERT SPEAKER

**Session on
Achieving Problem- Solution
Fit & Product-Market Fit**

Organized by
**Department of
Mechanical Engineering**

Prof. (Dr.) V R Mishra
Dean, Career Development Cell (CDC)

Date: 19-02-2025 | Time: 02:50 PM to 04:50 PM
Venue: AB-2, 6th Floor, Room No. 609

2. Glimpse of the event:



3. Overall report of event

The "Achieving Problem-Solution Fit & Product-Market Fit" session provided participants with valuable insights and strategies to navigate the often-complex process of product development. It emphasized the importance of identifying and understanding customer pain points—essentially, the problems or unmet needs that a product aims to address. Participants were introduced to practical methods for validating these pain points and testing potential solutions, ensuring that their products are truly solving real-world problems.

A key takeaway from the session was the importance of adaptability. Product development is rarely a linear or one-time process, so being flexible and willing to adjust based on feedback is crucial. Participants learned how to make informed decisions based on data, testing, and customer input, which allows them to refine their products and align them more closely with the needs of the market.

Additionally, the session highlighted the concept of continuous improvement in product development. Rather than seeing it as a one-off event, participants were taught to view product development as an ongoing cycle that evolves with market trends and consumer expectations.

By the end of the session, participants gained the tools and mindset needed to approach product management with confidence. They learned how to ensure that their ideas are not only viable but also meaningful to their target audience, increasing their chances of achieving both Problem-Solution Fit (the alignment between the problem you're solving and the solution you're offering) and Product-Market Fit (the alignment between your product and the market demand). Equipped with these practical takeaways, they were better prepared to pursue long-term success and deliver products that truly meet the needs of their customers.